Annual General Meeting Q&A

1. **What is the Company's strategy on securing and obtaining more market share without decreasing selling prices of products?**
   - Razer has always been playing at the premium end of the market, leveraging our dominant brand position and intensely loyal user base, as well as our proven capabilities in rolling out innovative, category-defining products.
   - If you look at 2020, our Peripherals ASP went up, and GPM increased 50bps to 26.9%, while our market share also increased by 8% to approximately 32% per NPD in the US.
   - The main driver of our market share gain is underpinned by the strong demand from our users for our products across both core categories such as mouse, keyboard and headset, as well as growth categories such as mobile/cloud gaming controllers and gaming chairs.
   - Given our strong cash position, one of the key focus for our use of cash will be to continue to invest in R&D to support our growth ambitions.

2. **Can you please provide some color on year-to-date performance for each of the business segments so far?**
   - Overall momentum continues to be strong for the company as a whole.
   - The platform we have developed across our core business segments sets the table as we seek for ongoing revenue growth, margin enhancement and continued profitability both in 2021 and beyond.
   - Our gamer-centric ecosystem strategy allows us to navigate and capture various opportunities in our business portfolio and each of the segments stand to benefit from the broader secular trends as gaming, esports and fintech become more mainstream.
   - Hardware business sees spectacular response to our new product launches and sustained market share leadership. I’ll be doing the keynote for E3 on Jun 14, the world’s largest gaming event, and we’ll be unveiling some major products then.
   - Software platform continues to see user base expansion. We’re now over 120M users and growing.
   - For Services business, last year was a very special year in that we saw a lot of spikes in activity especially in the first half of the year due to lock-down. That much said, Services business is still early days as we are looking at good growth for this business.

3. **Any plans for Razer going into the cryptocurrency space?**
   - Cryptocurrency has been gaining in popularity amongst the youth and millennials in recent times.
   - Given that we’re one of the world’s largest brands for the youth and millennials, we are carefully evaluating the space and are also mindful about its impact to GPU supply for gamers as well as to the environment.
   - I’ve been engaging via my social channels on Twitter and Facebook with a number of different blockchain and crypto companies and just like any other new business initiatives and plans, we keep our options open and will take into consideration of things such as company’s long-term development, shareholders’ interests, funding plans, etc.